



First Class vs Standard Mail: What's the Difference and Which Should I Choose?

Information found at USPS.gov

First Class:

First Class mail is processed by the USPS on a priority basis... it goes to the front of the USPS line. Locally, first class will typically be delivered in 1-2 days and nationally; all of it should be delivered by about 4 days. If your party has moved, your mail will be forwarded at no charge for a period of 1 year. If it's undeliverable, it will be returned to you at no charge with the reason for non-delivery.

Pre-Sorted First Class:

If you have 500 or more mail pieces, First Class Presort offers about a 20% postage savings! It's handled with the same first class priority processing, but to receive the lower postage rate, the addresses must be NCOA address updated, CASS certified, and put in to a presort order. We do that for you. J

Commercial Standard Mail:

Standard Mail is the new term for "bulk mail", and if you want to go way back, it used to be called 3rd class mail. Standard Mail is processed by the USPS on a "time available" basis at the designated DSCF (District Sorting Center Facility). There is NO guaranteed delivery time, only "typicals". Local mail is typically delivered in about 3-6 work days, national mail can be 1-4 weeks... sometimes its faster... but sometimes its slower.

The "pros": It's the least expensive postage mode, a bit more than half the price of 1st class, which enables you to mail lots more for less. It also allows up to 3.3 ounces, all for the same low postage rate. And if your mail is heavier than 3.3, the weight surcharge increase isn't too much more.

The "cons": Due to the delivery time, NEVER use Standard Mail if you have a rapidly approaching event or expiration date. Standard mail is not forwarded and not returned if undeliverable. It merely goes in to the USPS recycling bin.

Non-Profit Standard Mail (Most of all CCCB mail uses this mode of mailing):

Nonprofit is simply a favored postage rate within Standard Mail. It's processed exactly the same, so the same delivery times apply, but gets even deeper discounts that can be 70% less than the cost of first class.

JK Creative does take all the necessary steps to enhance the speed for the processing of the mail. All our mail is electronically processed, all postage statements, certifications, NCOA updates and sorting is submitted electronically so there is no extra work on the part of the post office. All our postage is prepaid electronically so when our mailings hit the USPS docks, there is no waiting or delays in moving the mail onto the next destination. The only exception is when a mailing has a very large postage amount. We will ask for the postage for those mailings to be paid to us in advance.

All mail is shipped from the local post office to the designated sorting center (DSCF) depending on where the final mailbox is. When we process the mail and pack it, the pieces are sorted depending on where the sorting center is located. Once the sorting center has the mail split out by city, the mail is then moved to the local post office. Depending on where the final mailbox is per piece, the delivery time can vary widely.